

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
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(716) 634-9232
Fax (716) 634-3145

May 15, 1997

RJR Account #124920
F. Colucci
F. COLUCCI, INC.

JULY DORAL B2GF FLASHLIGHT / PROMOTION #700727

Dear Frank:

3 SKUs of Doral Flashlights (Item #527813) have been ordered for you to pack and ship the above promotion to your participating retail accounts. ***Utilize on-hand product to pack these Displays.*** All additional pertinent promotional information is listed below:

Brand Styles:

Doral FF Box / Doral FF Box 100 / Doral Lt Box / Doral Lt Box 100

Premium Arrival:

June 23, 1997

Ship Date to Retail:

Week of: June 30, 1997

Lighters: (Item #527813)

SKU CUBE:

2.5280

SKU WT (w/o Product):

10.6200 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Savings Cartons

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Flashlights / Sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Doral and receives a free Doral Flashlight.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'

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B2GPF
F. COLUCCI, INC.

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$7.00 (.25 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162601

Enc. Wholesaler Packing Instructions
Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-DORFL.DOC

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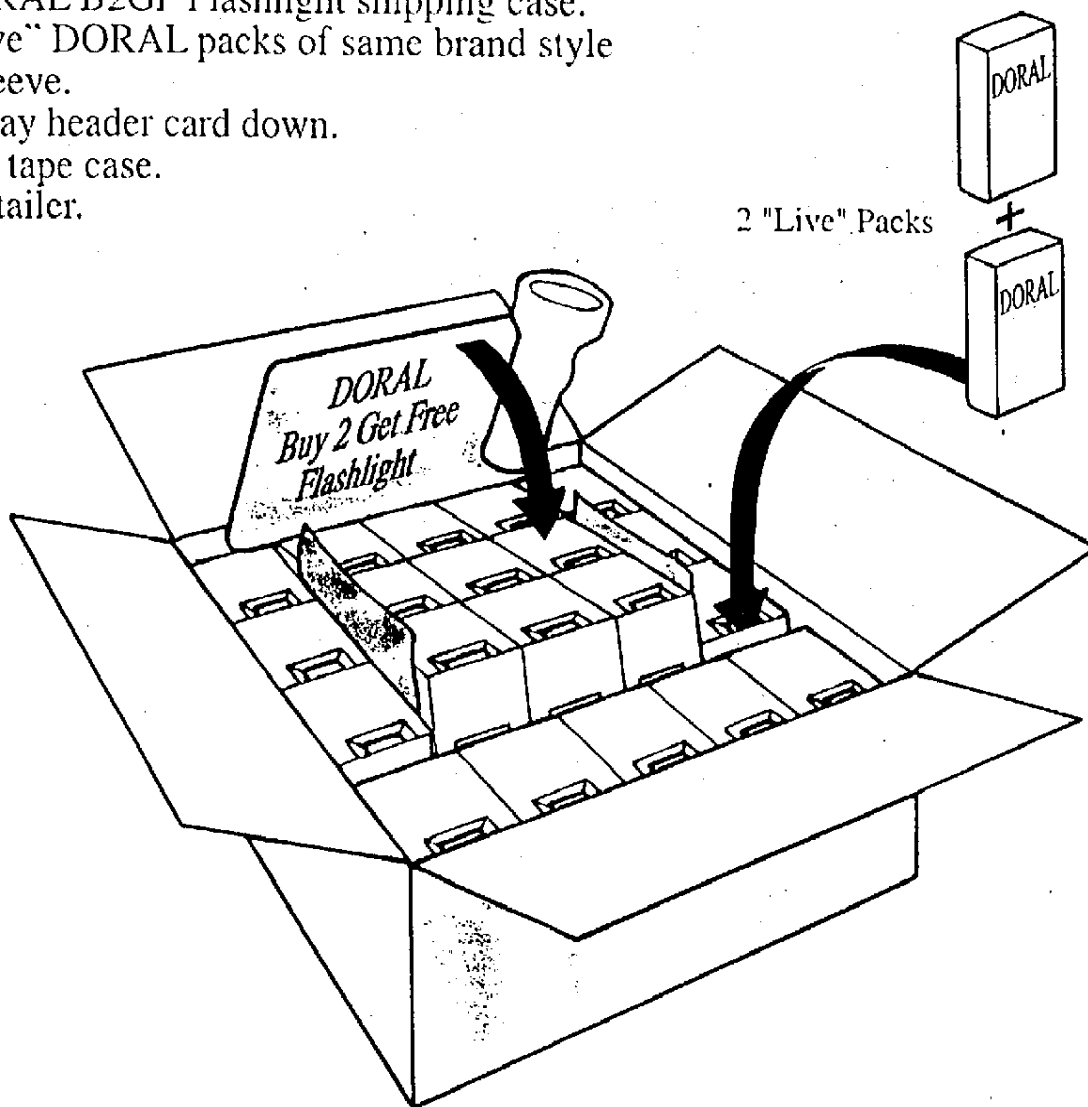
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 3RD QTR. '97

July DORAL B2GF Flashlight

STEPS

1. Open DORAL B2GF Flashlight shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 527813

Description: DORAL B2GF Flashlight Display/POS Kit

Brand Style	FF Box	FF BOX 100	LT BOX	LT BOX 100		
Number of Cartons	1	1	1	1		

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RPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 10

DATE: 97-05-12

TIME: 03:49 PM

WHOLESALE : 124920 FRANK COLUCCI, INC. <DIRECT>
TEMPLATE : 700727 70700 DOR FLASHLIGHT
TEMPLATE SEQ : 0010
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162626	626726	NICK'S SUNOCO #3	2977 NIAGARA FALL	AMHERST	NY	14228	1				(716)691-6286
162601	162626	626730	NICK'S SUNOCO #2	2546 NIAGARA FALL	TONAWANDA	NY	14150	1				(716)694-5007
162601	162626	309797	FILL-N-SHINE	700 MAIN ST	NIAGARA FALLS	NY	14301	1	NYS			(716)284-6057

PAGE BREAK TOTAL ACCOUNTS 3 TOTAL QUANTITY 3

TEMPLATE TOTAL ACCOUNTS 3 TOTAL QUANTITY 3

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07/10/97

ACCOUNT NUMBER: 124920 FRANK COLUCCI INC
VOUCHER NUMBER: 15360246 1611 PINE AVE
DATE WRITTEN: 07/10/97 NIAGARA FALLS , NY 14301
STATUS: PAID
AMOUNT PAID: 7.00 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	0.25	7.00

EXPLANATION: JULY: DORAL B2GF FLASHLIGHT/#700727/SR 162601

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